Could organizations move too far to the edge?

“What if local values clash significantly between regions, or indeed, clash with the values of the corporate core itself? It is a balancing act

Excessive, or overly rapid, decentralization may cause headquarters to lose strategic control of the company. Not all employees may feel comfortable operating in such structures.

Becoming a successful “edge organization” requires knowing where, and how, to best devolve control while sufficiently coordinating the edges of the organization to maintain clear communication with headquarters.

Starting small

To avoid some potential pitfalls, organizations might first experiment with change on a small-scale in different regions before introducing large-scale rollouts.

When Netflix started expanding beyond the United States, it first made inroads in Canada, a culturally similar and adjacent market. Netflix nurtured its ability to adapt its platform to local contexts, before leaping into sharply different markets.1

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